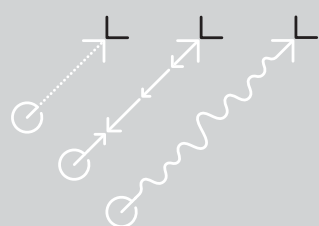


Workshop

# Exchange Visual Culture of a City



## 2-day Master Class Workshop by Marc Boumeester

Coordinator and lecturer at the Royal Academy of Art in the Hague, Researcher and lecturer at the Technical University in Delft, Dept. of Architectural Theory and Media studies



Derving from the fascination for the interaction between different types of media, both on artistic - as well as commercial level, this workshop will be exploring, reevaluating and assessing the cross referenced interaction between the architecture and organization of Hong kong and its ways of visual communication.

During this 2-day workshop we will experience and (re)define the thin (or as one could argue; the utterly permeable) border area where architecture, graphic and motion design fight for our attention. We will look at the specific influences the rich Chinese visual culture has on the way public and private communication has developed, we will go out and collect data which enables us to support our survey statements, and last but not least we will be thrilled and surprised by the unique visual roller coaster ride Hong Kong offers us by taking good, long and well founded look at this magnificent city, which will give you lots of new insights, especially for those who live and /or work in the city. It will contribute to the understanding and appreciation of the urban intertwining of media, culture and arts and therefore lead to better proposals and answers to communicative challenges.

**This workshop is part of an ongoing exploration within the specific research area, where cities like New York, Tokyo and Istanbul have been investigated.**



**12-13 December, 08 (Fri & Sat)**  
Number of Participants: 30  
Equipment: Photocamera or Videocamera, pen, paper  
Fees: HK\$750 per person

Please visit our website at [www.hkdesigncentre.org](http://www.hkdesigncentre.org) for more details  
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Organiser:  
**hkdc**  
Hong Kong Design Centre  
香港設計中心

Co-organisers:  
**Kabk** Koninklijke Academie van Beeldende Kunsten Royal Academy of Art  
**bodw** **be**  
a bodw event  
A FLAGSHIP EVENT OF HONG KONG DESIGN CENTRE PARTNER COUNTRY 2008 – THE NETHERLANDS  
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# Visual Culture of a City

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## About Marc Boumeester

After his studies he got involved in the process of film-making. Since the early nineties he has worked for various major television- and film-producing companies and realized over 60 products, varying from commercials and comedies to drama-series and feature films. In recent years he developed himself on an even more challenging level. Combining his affection for architecture with his knowledge of unstable media resulted in a number of (partly ongoing) experimental research projects involving groups of international master-students and researchers, situated in various countries around the globe.

Currently he is appointed as coordinator and lecturer at the Royal Academy of Art in The Hague, as developer/lecturer at the Delft University of Technology, Delft School Of Design department of Architectural Theory and as developer/lecturer at the Delft University of Technology department of Media-studies. This combination gives opportunity to further develop the newly found field of expertise, linking directly architecture and public space to the application of unstable media techniques in order to come to a better understanding and use of these forms of communication, also embedding them directly in the curriculum of the various educational institutions. Besides this he is working as a free-lance consultant. His networks span from the obvious directly work related to the more glamorous such as the International Art Experts Forum at the ARCO in Madrid.

## About Royal Academy of Art, The Hague

The Royal Academy of Art (KABK) has the opinion that art is, national and international, one of the most important and innovative sources of energy for our society. Self-willed and researching artists and designers will keep these sources alive. The Royal Academy is searching for these kinds of people and would like to give them the opportunity to develop themselves here. Students have to find and are stimulated to look behind their boundaries.

As soon as you enter the building you can sense that something is happening here. Our building has an exciting atmosphere of creativity, innovation and professionalism. We often hear that this is one of the reasons why new students attend the Royal Academy of Art. Of course we also offer you a multitude of possibilities in courses and disciplines. Our workplaces are comprehensive and well equipped. We offer workplaces for wood, metal, textile and fashion, printmaking, photography and electronics, but we also have multimedia recording and editing studios. You will get intensive personal attention and support from some of our 160 lecturers, all of whom also work as artists and designers. Furthermore, guest lecturers from the various fields of art give classes and workshops. Around a thousand part-time and full-time students attend the Royal Academy of Art. Twenty percent of them are foreigners who come from about forty different countries. The curriculum allows for a good interaction with professional practice. The various faculties regularly organise excursions, museum visits and international trips. Additionally, during their studies students present their works publicly in our Royal Gallery or outside of the Academy in other institutions based in The Hague, such as STROOM, the GEM and some galleries. Other organisations and institutions also regularly ask the Academy to work together with students on projects.

We want our students to master their profession and we realise the importance of a strong theoretical basis. We provide this basis here in our own programmes, but also in cooperation with the Royal Conservatory with which we constitute the Royal Academy of Fine Arts, Design, Music and Dance. KABK is the Faculty of Fine Arts and Design. In addition, we are actively involved with the Academy of Art of Leiden University. Our students can participate in any of the courses on offer at Leiden University to fill in their individual curriculum. All of this is possible in an institution that also increasingly offers young people the space and possibilities to orientate themselves towards or prepare for being educated as an artist or designer. This can be done in combination with a regular secondary school programme, at our School for Young Talent or through other schools.

In addition to bachelor studies: ArtScience, Fine Arts, Graphic Design, Interactive / Media / Design, Interior Architecture and Furniture Design, Photography and Textile and Fashion, the KABK offers master studies as well. We offer the one year study Type and Media, Image and Sound / ArtScience and the Post Graduate Course Industrial Design.

More information about KABK and the application: [www.kabk.nl](http://www.kabk.nl)

